

15 OCT 1991

For Six Month Period Ending _____
(Insert date)

Name of Registrant

Registration No.

PETER J. CELLIERS

2617

Business Address of Registrant

c/o SATOUR, 747 THIRD AVE., 20th FLOOR, NEW YORK, NY 10017

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- | | | |
|-----------------------|------------------------------|-----------------------------|
| (1) Residence address | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|---|--|
| (1) Name | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |

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2. Explain fully all changes, if any, indicated in item 1.

ELLIS ASSOCIATES, A SOLE PROPRIETORSHIP OWNED BY PETER J. CELLIERS, IS NO LONGER OPERATIONAL. INSTEAD, PETER CELLIERS CONTINUES TO SERVE THE SOUTH AFRICAN TOURISM BOARD AS A PART-TIME CONSULTANT, WORKING OUT OF THE NEW YORK OFFICES OF THE BOARD.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
PETER J. CELLIERS (SEE 2 ABOVE)	OWNER	JULY 31, 1991

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
Yes No

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
JOHN GUENTHER	ASSOCIATE	JULY 31, 1991

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

-
9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

-
10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

SOUTH AFRICAN TOURISM BOARD

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE ATTACHMENTS I

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
APRIL, MAY, JUNE, JULY 1991	SATOUR	FEES - MONTHLY-\$6,500	\$26,000
AUGUST, SEPTEMBER 1991	SATOUR	FEES - MONTHLY-\$2,600	\$ 5,200
APRIL THROUGH SEPTEMBER 1991	SATOUR	EXPENSES REIMBURSED (SEE 15a)	\$ 8,955.75

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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SEE ATTACHMENT II

Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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SEE ATTACHMENT III

(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in this political propaganda:

- English
- Other (specify) _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes No

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes No

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A⁶ Yes No
- Exhibit B⁷ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

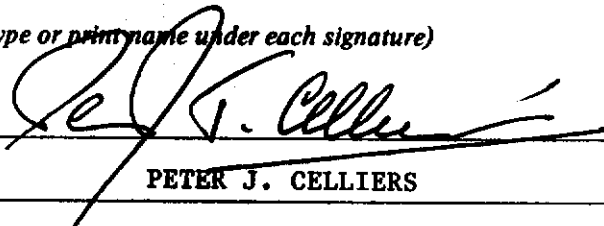
Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes No

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

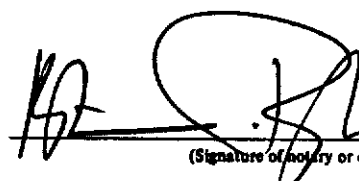
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)



PETER J. CELLIERS

Subscribed and sworn to before me at N.Y., N.Y.

this 06th day of November, 1991



KISHAN RAISINGHANI
Notary Public, State of New York
No. 41-1982443
Qualified in Queens County
Commission Expires July 1, 1993

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

TO : REGISTRATION UNIT
INTERNAL SECURITY SECTION
DEPARTMENT OF JUSTICE

REGISTRATION NO
2617

ATTACHMENTS NO I

APRIL ACTIVITY	-	MAY 20, 1991
MAY ACTIVITY	-	JUNE 24, 1991
JUNE ACTIVITY	-	JULY 17, 1991
JULY ACTIVITY	-	AUGUST 15, 1991
AUGUST ACTIVITY	-	SEPTEMBER 30, 1991
SEPTEMBER ACTIVITY	-	OCTOBER 22, 1991

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ELLIS ASSOCIATES

May 20, 1991

TO: BERTUS VAN ZYL
NICO STEYN

FROM: PETER CELLIERS

RE: APRIL 1991 MONTH END REPORT

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The 6 print placements and 13 lectures detailed in the tabulations appended to this report represent a total editorial value of \$126,350, of which \$11,750 is in consumer publications, \$3,100 in trade outlets, and \$111,500 in lecture revenues.

These totals are based on value of space at current advertising rates with conservative multiplier to reflect the added worth of third party editorial endorsement.

The total audience reached can be estimated at 712,150. This reflects pass-along readership from a base circulation of 219,732 for print media - giving us an audience in consumer publications of 531,000, and 170,000 in trade outlets, with lecture audiences totalling 11,150.

The itemization which follows details the highlights of

...

APRIL 1991 ACTIVITY

Queries to Pretoria

..For freelancer Lou Bignami, asked for more background information (and photos if possible) to round out our Newsletter items on the Kruger Gold and S. A. shelling.

On the shelling story, we also wrote to tour operator Joel Greene.

Guidance

..For Snowden International Protocol, provided some guidance on social behaviour in South Africa and asked Head Office for guidance on major cultural gatherings every year.

American Jewish Congress

..Renewed contact with Geoffrey Weill of the Congress' International Travel Program in a final effort to add South Africa to the destinations served.

Medical Meetings

..Sent "This is South Africa" brochure to five physicians responding to notice of the August meeting of the Southern African Intraocular Lens Society in Physicians' Travel & Meeting Guide - and asked Head Office to ask the Society to provide more conference data to these physicians.

Women's National Republican Club

..At suggestion of Annette Bartle, who felt the WNRC would be interested in a group trip, turned project over to Solly Klassen and Safariworld, per instructions of Bertus van Zyl.

Lecturers

- ..Reassured Sherilyn Mentos and Dwayne Merry that we'd be glad to help them make a fresh and updated film in a year or so.
- ..Arranged for distribution of SATOUR literature to audiences at three California locations after lectures there ("Safari!") by Ken Richter.

Advertising

- ..Suggested that if SATOUR is paying any part of the cost of SAA's annual tour brochure, we should ask for a full page in which to detail SATOUR's background literature and include an order blank.

Photos & Videotape

- ..Bill Boylon of Hunt Magazine asked to hold our loaned transparencies through June since he has a South African story upcoming.
- ..Sara Southworth asked for the loan of transparencies she could use as a possible cover shot for Travel World News.
- ..Sent Animal Land and Hunting tapes to Dr. Neal Justin who is looking for game shots to leaven a film he is doing for TV on diamonds.

Passport Newsletter

- ..Read the Cape Town round-up background report compiled by the top-rated Passport Newsletter and recommended a number of alterations and additions.

OWAA 1991 Conference

- ..Drafted invitation to go to all active members of the Outdoor Writers Association of America attending the Niagara Falls Conference to visit SATOUR's hospitality suite on June 3 to meet rhino expert Jeremy Anderson and participate in a drawing for a visit to KaNgwane game parks.
- ..Readied biography of Dr. Anderson to go out with invitations, noting that he believes in controlled hunting in game sanctuaries so as to make necessary culling a source of revenue.
- ..Faxed Bob Wally of Travel Africa group with details on Dr. Anderson's stay at Niagara Falls.
- ..For meetings with Dr. Jeremy Anderson, contacted the Coordinator of Volunteers at the Bronx Zoo, as well as the outdoor editors of the NEW YORK TIMES and the NEW YORK NEWS.
- ..Advised editorial director Gary Soucie of Audubon Magazine that he could visit with Jeremy Anderson at the conference - or, if he eventually decided not to attend, we'd arrange a meeting in New York.

Press Trips - Zambia Airways

..Alerted Bertus van Zyl to status of the seven journalists who were to have gone on Zambia Airways before the airline suspended trans-Atlantic service; Henry Hill will fly SAA FROM Zurich; Erwin & Peggy Bauer and Lea Lawrence have set their trips back to 1992; John Nash, John Taylor and Tom Turpin can not be accommodated.

Travel Journalists Guild

..Acknowledged data provided by the Guild in requesting travel invitations in 1992 for a group of not less than 20.

Independent Travel

..Asked SATOUR/New York for hotel and youth hostel accommodation data as well as local public transportation in Johannesburg, Durban and Cape Town for Jamie Rosenberg who is doing a research paper on sports in South Africa.

OWAA Press Trip (Cadieux)

..Advised Charles Cadieux on who at Head Office would welcome copy of his book, Wildlife Extinction.

..Advised the 19 participants that airport tax of \$26 per person should be paid to Bertus van Zyl.

..For Head Office guidance, provided brief background data on seven of the participants.

Press Trips - Indaba

..To help Diane Merlino round out her Indaba coverage to focus on broad business topics for Business Traveler International faxed letters to John Robert of Captour and to David Appleton of the Johannesburg Publicity Association asking them to set up interview appointments with a number of specified sources such as the editor of Business Day, the Bureau of Economic Research at Stellenbosch, etc.

..Also asked Captour for some modest help for Alys Bohn who is doing an updated Cape Town story for Recommend.

- ..Advised all participants in press tour where they could be reached by phone on specified dates and provided phone numbers.
 - ..Alerted invited press to Indaba arrangements in Cape Town.
 - ..Confirmed request to Jeff Kriendler of PAA for press group use of JFK and FRA Clipper Clubs coming and going.
 - ..Confirmed varying return dates for reporters in our Indaba press group: Alys Bohn (Recommend) April 30, Lesley Dornen (Travel World News) April 30, Maria Lisella (Travel Agent) April 30, Diane Merlino (Business Traveler International) May 11, Gail Rickey (Tour & Travel News) May 5, Frank Rosci (OAG Publications) May 5, Sherrie Strausfogel (Jax Fax) May 5.
- Alerted SAA to the various return dates.
- ..In order to maximize editorial yield from the post-Indaba press tour, asked if Head Office could arrange for thoroughly well-informed speakers to address our press group with adequate story data on the Victoria and Alfred dockside development and on the new West Coast National Park.
 - ..Attended Indaba to secure background materials for use in SATOUR Newsletter. And accompanied seven trade press reporters on pre- and post-Indaba tours with Bertus van Zyl and Nico Steyn.

Press Trips - Future

- ..Durwood Hollis advised that his article commitments could not wait until 1992 - so offered to ask SAA if they could let him have an excursion fare ticket without the usual time limitations.
- ..For Hal Swiggett, with a commitment from Petersen's Hunting, undertook to make a similar request to SAA.
- ..For Henry Hill's coverage of radio collars on game in KNP asked Head Office to set up an appointment with Dr. Gus Mills at Skukuza.

Asked Head Office to send us an application form for a temporary Amateur Radio License so Henry Hill can operate his short-wave transmitter in South Africa.

- ..Advised Len Hansen and Henry Hill and Durwood Hollis that I was expecting an okay on their trips by mid-May.
- ..Asked for more details in response to trip request from Jay Harris of the Lubbock (TX) Avalanche Journal - who had been our guest some years ago and delivered some excellent (but mostly political) articles.
- ..Reminded freelancer Katy Williams who specializes in walking stories, that we need active expressions of editorial interest before we can ask Head Office for underwriting.
- ..Reminded Eric Salzman, who sent his trip request to Spencer Thomas, that we had asked him for outlets he would serve on his trip - and sent copy of our February letter to him.
- ..Advised Rolv Harlow Schillios that we could not offer any press facilities this year - but would try for next year if he would advise where he expected to place stories.

Press Trips - Groups

- ..Suggested to Bertus van Zyl that we send the itineraries in rough for the Birding and Garden Editors to Head Office for revision and possible improvement.
- ..First invitations went out to Forbes, Industry Week, and Wall Street Journal for the business editors group.
- ..Confirmed acceptance of John Nuhn from International Wildlife for the birding editors tour.

Press Trips - Negative

- ..Advised columnist Norm Chandler Fox that we could do nothing to get him to South Africa until, perhaps, our 1992/1993 budget year.

Press Trips - Past

- ..Congratulated Harold Edmonson on his extensive reportage on last year's Steam Festival in Trains Magazine (and see "Story Placement").

- ..Thanked editor of Relax for copy of the physicians' magazine with Arky Gonzalez story on the Blue Train. And sent note of congratulations to Arky.
- ..Thanked Gordon Quarnstrom for his Cape Town story in a Chicago area semi-weekly newspaper.
- ..Thanked Tom Brakefield for typescript of calendar caption to run with one of his photos next year.

Press Contact

- ..Maintained routine contact with Roy Hoopes of Modern Maturity, Abby Rand for European Travel & Life, Graham Boynton of Conde Nast Traveler.

Story Placement

- ..For a round-up article on South Africa, provided freelancer Steve Libby with names of some key U. S. tour wholesalers.

Also asked Head Office for photos from Panorama's report on an Ivory Coast basilica for Steve Libby.

- ..Referred Harold Edmonson to Dave Herbert for assistance in covering this year's "Steam Spectacular" (and see "Press Trips - Past").
- ..Alerted the editors of Chase's Annual Events to major 1992 gatherings and to dates of S. A. national holidays in 1992.
- ..Provided 1980 and 1990 arrivals and revenue figures to Katherine Kelly for story in Conde Nast Traveler.

Newsletter

- ..Asked Bertus van Zyl if we were not meant to be given space for two SATOUR items in the SAA Newsletter - just as SAA gets two items in the SATOUR Newsletter. But have had no such request from SAA.
- ..Acknowledged correction by Helmut Heydt of the Dental Association of South Africa that the group's Platinum Jubilee Conference would not be limited to any one dental specialty.

Releases

- ..Abstracted a dozen items from the Newsletter to send out as a "Travel Briefs" press release to all travel trade magazines, to our top two computerized listings, to the 84 largest newspapers as well as to some narrowly focused publications.

PJC/br

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
(Attach Articles to Report)

COUNTRY U. S. A. MONTH APRIL 1991 - 1

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
Anneth Richter	El Camino Community College Auditorium - Torrance, CA	Lecture 90 Min.	<u>1991</u> Apr. 1 3:30 PM	Safari! - Game Viewing on safari	750** ✓	\$ 7,500
"	"	"	8:00 PM	"	1,000**	10,000
"	Nevada Theatre, Nevada City, CA	"	Apr. 10 7:30 PM	"	1,000**	10,000*
"	Dewitt Cinema, Auburn, CA	"	Apr. 11 2:00 PM	"	750** ✓	7,500
"	Sierra College Theatre Rocklin, CA	"	Apr. 12 7:30 PM	"	1,000**	10,000
"	Hiram Johnson High School Auditorium - Sacramento, CA	"	Apr. 14 2:00 PM	"	750** ✓	7,500
"	Capitol Theatre - Sacramento, CA	"	Apr. 15 10:30 AM	"	500**	5,000
"	"	"	1:30 PM	"	900**	9,000
"	Lincoln Theater, Veterans Home Yountville, CA	"	Apr. 16 7:30 PM	"	1,000**	10,000
"	Regional Theatre for the Arts Walnut Creek, CA	"	Apr. 17 2:00 PM	"	750** ✓	7,500
"	"	"	8:00 PM	"	1,000**	10,000
"	Oroville State Theater Oroville, CA	"	Apr. 18 7:30 PM	"	1,000**	10,000
"	MacBride Hall - Univ. of Iowa Iowa City, IA	"	Apr. 28 2:30 PM	Surprising Southern Africa - Tourism Overview	750** ✓	7,500

*Code: C = Consumer
T = Trade
P = Press

**Estimate

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
(Attach Articles to Report)

COUNTRY U.S.A.

MONTH APRIL 1991 - 2

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
Gordon Quarnstrom	Globe-Ledger, East Chicago (IL) 25 1/2"	CP	Apr. 4 1991	Cape Town	N/A	N/A
Arturo Gonzalez	Relax 124"	CP	Apr. '91	Blue Train	117,410 (411,000)	\$11,750 (\$58,750)
Lea Lawrence	Muzzle Blasts 126"	CP	May '91	Reedbuck Hunt	N/A	N/A
Alys Bohn	Recommend 252"	CP	Apr. '91	S. A. Overview	34,322 (120,000)	Advertis ing

*Code: C = Consumer

T = Trade

P = Press

**Estimate

TOURISM ARTICLES, RADIO AND TV PROGRAMS
(Only SATOUR Generated)

COUNTRY U. S. A. MONTH APRIL 1991

NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
TRAVEL WORLD NEWS	TP	May 1991 2 1/2"	Fam trips	40,000 (100,000)	\$170 (\$850)
JAX FAX	TP	May 1991 14"	SA Tops Million	28,000 (70,000)	\$450 (\$2250)

*Code: C = Consumer
 T = Trade
 P = Press
 TV = Television

**Estimate

ELLIS ASSOCIATES

PUBLIC RELATIONS

June 24, 1991

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INTERNAL SECURITY
SECTION

MEMO TO: BERTUS VAN ZYL
NICO STEYN

FROM: PETER CELLIERS

RE: MONTH END REPORT - MAY 1991

The 11 print placements and 6 lectures detailed in the tabulations appended to this report represent a total editorial value of \$665,113, of which \$475,965 is in consumer publications, \$136,648 in trade outlets, and \$52,500 in lecture revenues.

These totals are based on value of space at current advertising rates with conservative multiplier to reflect the added worth of third party editorial endorsement.

The total audience reached can be estimated at 2,609,799. This reflects pass-along readership from a base circulation of 747,787 for print media - giving us an audience in consumer publications of 1,948,300, and 656,249 in trade outlets, with lecture audiences totalling 5,250.

The itemization which follows details the highlights of

MAY 1991 ACTIVITY

Head Office Contact

..In response to Head Office request, submitted copies of the "selling" letters which were sent to editors of selected Birding, Business and Garden magazines inviting them or a reporter they'd assign to South Africa and covering a tentative itinerary as "bait". (And see "Specialized Press Tours.")

Also sent Pretoria copy of letter drafted over Bertus van Zyl's and Gavin van der Merwe's signatures inviting trade publications to report on the Indaba.

..Asked for more detail on the Farm House Inn for Gail Rickey (and see "Indaba Press Group.")

..For the newsletter, asked Head Office for more detail on the 1992 meeting in South Africa of the World Federation of Jewish Women.

S. A. Contacts

..Acknowledge Helmut Heydt's clarification of Platinum Jubilee Congress of S. A. Dental Association for future newsletter.

..Acknowledged data provided on the 4th International South African Cataract & Refractive Surgery Congress - and sent organizers names and addresses of U. S. physicians who have expressed interest.

..Asked organizers of Margate Air Show for their 1992 dates to include in the SATOUR Newsletter.

Budget

..As an economy, retained Bacon's Clipping Service in lieu of Luce and asked for monitoring only of print mentions, not electronic.

..As an economy, withdrew SATOUR listing from Broadcast Interview Source.

Ellis Associates

..Acknowledged budget reduction cutting back on U. S. public relations for SATOUR. Noted that this offered a minor saving by crippling a major function. Discussed with Bertus van Zyl how to reduce p. r. activity so as to fit within the new budget. Drafted a new contract to start August 1, 1991.

American Jewish Congress

- ..With Bertus van Zyl, met Geoffrey Weill, director of the American Jewish Congress International Travel Program, to discuss preliminary fact-finding tour for some of his Board of Trustees - possibly to start August 15 with some underwriting by SATOUR.

World Media Association

- ..Following telephone contact, conveyed to Bertus van Zyl plans of World Media Association for a return visit to South Africa. Previous visit in 1987 took a group of 27 significant opinion leaders with support of the S. A. Embassy and the South Africa Foundation - who met the State President, Jonas Savimbi, Gatsha Buthelezi and many other top ranking South Africans. This time, the American participants could pay \$1200 to \$2000 each toward the trip - which will probably cost between \$4,500 and \$5,500.

Cadieux Group Tour

- ..Asked for posters and maps to help one participant, Peter Anastasi, put on a series of lectures to groups in the northern Virginia/Washington area.

West Coast Lunches

- ..Sent suggested invitation lists to Los Angeles office to be integrated with their lists.
- ..Anticipating Nico Steyn's being in San Jose, San Francisco and Sacramento for media lunches, contacted main radio and television stations at each point to offer interviews reflecting S. A. tourism values now that elimination of apartheid can be expected to open tourist floodgates.

Dr. Jeremy Anderson

- ..Put Dr. Anderson in phone contact with John Luoma of Audubon Magazine who is writing an article on captive breeding.
- ..Arranged for Audubon executive editor Gary Soucie to meet Dr. Anderson and Bertus van Zyl at lunch.
- ..Arranged for NY Daily News outdoor editor Jerry Kenney to meet Dr. Anderson in SATOUR's offices.
- ..Tried for meeting with New York Times outdoor editor, William K. Stevens,

- ..Arranged for Paul Newsom to interview Dr. Anderson in Niagara Falls for his NRA radio show, "American Rifleman," syndicated to 350 stations.

Elephants

- ..After checking with Don Causey, advised Bertus van Zyl that as of now it is correct that only in Namibia can a hunter take an elephant and import the tusks into the U. S. Causey urged us to urge the RSA authorities to speed the paperwork.

Sports Research

- ..Alerted Mariana van Rensburg to imminent S. A. arrival of Jamie Rosenberg, son of a senior editor of Architectural Digest, to research desegregation in sports as an academic project.

Books

- ..Agreed to pass Stewart Murray's manuscript of a historical novel set in South Africa to South Africans to read for accuracy.

Articles Pending

- ..Wrote a dozen private game lodges asking for game recipes to be incorporated in a release for women's editors.
- ..Provided addresses of Africa Travel and of the Transnet Museum to Edward Wotjas, who wants to write up the Steam Spectacular.

Lectures

- ..Circulated report on the Richters' lecture tour to Bertus van Zyl and to Nico Steyn - noting that half a ton of S. A. literature was grabbed by audiences at just seven lectures in California.

Thanked Shirley Richter for this preliminary report, anticipating detailed audience tally a little later.

Newsletters

- ..Obtained Newsletter mailing list from Chicago for our new direct-mail service, Scriptec.
- ..Provided detail on the Bay Hotel at Camp's Bay and on the Victoria and Alfred in the harbor area as well as the shopping arcade in this last - all to be incorporated in an upcoming issue of the Passport Newsletter.

- ..Conveyed data from Head Office on business protocol in South Africa to Snowdon International Protocol.

SATOUR Newsletter

- ..Prepared a number of items for inclusion in the June newsletter.

SARtravel

- ..Sent Newsletter item on discounted fares for name trains to U. E. Bindell for a check reading.

Press Trips Negative

- ..Acknowledged enquiry from hunting writer Galen Geer for transportation to S. A, where he would be guest of Tink Nathan - and asked for indications of interest from possible editorial outlets.
- ..Acknowledged request for sponsored travel from Steve Hawk, editor of Surfer Magazine, who wants to cover the Gunston 500 in his magazine and on video. Advised him chances of success were slim. Conveyed request to Bertus van Zyl and counselled against project because market reached is not significant for us.
- ..Advised Michael Thiel of Hideaways International that we could not help him get to South Africa on what would in effect be a sales trip.
- ..Acknowledged enquiry by Walter L. Deane - explaining our needs for expressions of editorial interest and that we could not make arrangements at three weeks' notice.

Press Trips - Future

- ..Acknowledged enquiry from Philip D. Hoffman as to the possibility of SATOUR organizing a press trip for the Travel Journalists Guild. Explained that because of budgets we could only talk about 1992 invitation for 1993 travel. The Guild is very demanding of its members, instanced by their slogan, "No clips, no trips." Since the Guild asks for sponsored travel for a minimum of 20 writers, suggested two different itineraries for groups of 10.
- ..Summarized requests pending for underwriting of press tours for Henry Hill (Western Bowhunting and CQ Magazines), Durwood Hollis (Blade Magazine and Blackpowder Annual), Al Yendes (Petersen's Hunting and Safari Magazines) and paying for his wife, Hal Swiggett (Harris

-
- Publications, Texas Fish & Game, Guns Illustrated, Safari), Leonard Hansen (Copley Newspaper syndicated column), Myrna & Jeffrey Blyth (Ladies Home Journal) with Jeffrey paying most of his expenses.
- ..Asked for excursion fare with time limits waived for Al & Melanie Yendes.
 - ..Revised Henry Hill motivation to conform to new forms.
 - ..At request of Head Office, amplified motivation for Copley News Service columnist Leonard J. Hansen, providing added perspective on the mature market in the U. S.
 - ..Acknowledged enquiry by James O'Reilly whose World Travel Watch column goes to a number of top newspapers - welcoming his interest but explaining that we could only take one reporter, not two reporters on the same assignment as he requested for his colleague in the U. S. and another in Canada.
 - ..Asked SATOUR/New York to send background materials to Ann Jones to help her develop media proposals.
 - ..Sent hiking background to specialized writer Kay Williams.

Specialized Press Tours

o Birding Editors

- ..Acknowledged expression of interest from Eldon D. Greij, Editor of Birders World.

o Business Editors

- ..Following acceptance by Industry Week, turn downs by all the rest, tried another Fortune editor (Donald Holt) and freelance business writer Connie Bruck.

Alerted Industry Week to changed dates for trip - August 16-28, 1991.

o Garden Editors

- ..With one acceptance following our first mailing - editor Thomas Cooper of Horticulture Magazine - sent out a new invitation to four more Garden magazines.

Contacted the new editor of Garden Design, Cheryl Weber.

Press Contacts

- ..Provided 1980-1990 S. A. tourism statistics to Conde Nast Traveler (Katherine Kelly) and to Barbara Horngren of Orange County (CA) magazine.
- ..Maintained casual contact with freelancers Maureen Carroll-Gonzalez, and Arturo Gonzalez, Craig Boddington of Petersen's Hunting, railroad writer Harold A. Edmonson, Penguin guide books general editor Alan Tucker, editor Barbara Fairchild of Bon Appetit, freelancer Shelley Bance, and freelancer Andrea Peyser.

Indaba Press Group

- ..Wrote each participant thanking them for their hard and positive work covering the Indaba.
- ..Wrote Maria Lisella and Alys Bohn thanking them for specific SA stories in Travel Agent and Recommend magazines respectively.
- ..For Gail Rickey, asked for more data on Farm House Inn (and see, "Head Office Contact").
- ..Suggested other markets beside Jax Fax to Sherrie Strausfogel who has a lot of research data left over.
- ..For Diane Merlino's story for Business Travel International, faxed request to Captour for address and phone of Philip Krawitz of Cape Union Mart.
- ..Since there was no time to take the press group there, wrote the PRO for The Bay Hotel at Camp's Bay asking her to mail her brochure to each of the press group and sent her the addresses.
- ..Thanked PAA's Jeffrey Kriendler for approving use of Clipper Clubs at JFK and Frankfurt to accommodate press en route to and from Indaba.
- ..Acknowledged Bertus van Zyl's request for a reunion of those of the group who are in or near New York.

Press Trips - Past

- ..Congratulated H. Lea Lawrence on story in Muzzle Blasts and another in Gun World.
- ..Thanked Dennis Cavagnaro for story on Sabi Sabi in International Travel News and thanked managing editor David Tykol for running it and two other items from our releases.

- ..Thanked Arturo Gonzalez for good Blue Train story published by the magazine for physicians, Relax.
- ..For Barbara Rogers provided some names and addresses of editors who could be interested in a personalized guide book to South Africa.
- ..For Jim Woods faxed a number of queries to Head Office to round out an article he is doing. Also acknowledged his advice that he has hunting articles coming out in Guns & Ammo Annual and in Waffenmarkt Jahrbuch.

Story Placement

- ..For a new "Inside Travel" program on The Travel Channel cable network suggested a reportage on South Africa - with copy of our letter to producer Marion Goldberg going to show's host, Martin Deutsch of the OAG publications.

PJC/br

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
(Attach Articles to Report)

COUNTRY U. S. A. MONTH MAY 1991

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
enneth Richter	Olson Jr. High School Auditorium Bloomington, MN	Lecture	1991 May 3	Surprising Southern Africa	750	\$7,500
"	Palace Cultural Arts Ass'n The Palace Theater Marion, OH	"	May 6 1:00 7:30	Safari! "	750 1000	7,500 10,000
"	Araxine Wilkins Sawyer Founda- tion - Greene, ME	"	May 9 7:30 May 10 2:00 7:30	Surprising Southern Africa " "	1000 750 1000	10,000 7,500 10,000
raig Boddington	Petersen's Hunting 182"	CP	April	Planned Kwarati Reserve	336,885 (1,180,000)	\$42,22 (\$201,12
lys Bohn	Recommend 30"	TP	May	Rail Travel	34,322 (120,127)	\$3,360 (\$16,800
ennis Cavagnaro	International Travel News 149"	CP	June	Sabi Sabi	34,000 (119,000)	\$4,172 (\$20,860
esley Dornen	Travel World News 68"	TP	June	Indaba	40,000 (140,000)	\$4,653 (\$23,263
Lea Lawrence	Gun World 149"	CP	July	Hartebeest Hunt	128,914 (451,200)	\$6,100 (\$30,500
aria Lisella	Travel Agent 75"	TP	May 20	Apartheid Going	42,589 (149,061)	\$9,375 (\$46,875

*Code: C = Consumer
T = Trade
P = Press

**Estimate

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
 (Attach Articles to Report)

COUNTRY U. S. A. MONTH MAY 1991 - 2

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
aria Lisella	Travel Agent 76"	TP	May 27, 1991	Selling South Africa	42,589 (149,061)	\$9,500 (\$47,500)

*Code: C = Consumer
 T = Trade
 P = Press

**Estimate

TOURISM ARTICLES, RADIO AND TV PROGRAMS
(Only SATOUR Generated)

COUNTRY U.S.A. MONTH May 1991

NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
Treasure	CP	May 1991	Kruger Millions 6.5"	22,488 (79,100)	\$215 (\$1,075)
Jax Fax	TP	June 1991	Newsletter Abstractions 13.75"	28,000 (98,000)	\$442 (\$2,210)
Travelore Report	CP	May 1991	Increased Flights 3.5"	N/A	N/A
International Travel News	CP	June 1991	Million Visitors	34,000 (119,000)	\$84 (\$420)

*Code: C = Consumer
T = Trade
P = Press
TV = Television

**Estimate

ELLIS ASSOCIATES

July 17, 1991

MEMO TO: BERTUS VAN ZYL
NICO STEYN

FROM: PETER CELLIERS

RE: MONTH END REPORT - JUNE 1991

RECEIVED
DEPT. OF JUSTICE
OCTOBER 17 1991
NOV 13 NO 40

The 5 print placements detailed in the tabulations appended to this report represent a total editorial value of \$643,775, of which \$605,875 is in consumer publications and \$37,900 is in trade outlets.

These totals are based on value of space at current advertising rates with conservative multiplier to reflect the added worth of third party editorial endorsement.

The total audience reached can be estimated at 1,808,322. This reflects pass-along readership from a base circulation of 523,241, giving us an audience of 1,700,772 in consumer publications and 107,550 in trade outlets.

The itemization which follows details the highlights of. . .

JUNE 1991 ACTIVITY

Queries to Pretoria

- ..Sent reminders on June 24 re: request for round-up article on game ranching (requested March 19), approval of radio amateur's license for Henry Hill (form sent in mid-May), and on proposed trip for fact-finding group from American Jewish Congress (outlined May 24).

S. A. Sources

- ..Asked Marion Kelder of Captour for clarification of a reference to a walking tour on the Cape peninsula in some Captour literature.
- ..Asked Wilderness Safaris to keep me posted on EWT offerings.

OWAA

- ..Prior to his presence at the OWAA annual conference in Niagara Falls, arranged New York meetings for Dr. Jeremy Anderson of the KaNgwane Parks Board with Gary Soucie, editor-in-chief of Audubon Magazine, and Jerry Kenney, outdoor editor of the New York Daily News. To both, drove home his message on the benefits of controlled culling by hunters in game preserves.
- ..Thanked Paul Newsom of the American Rifleman radio syndication for his interview with Dr. Anderson and asked when it would be on air.
- ..Followed up with Ed Feldman of WQBK 130 in Albany (NY) to check on his interview with Dr. Anderson - and offered an additional interview with Bertus van Zyl to provide added detail.
- ..Wrote to congratulate George Harrison on winning a trip to South Africa at the SATOUR Hospitality Suite. Sent him background materials with guidance on suggested elements of choice for an itinerary.

Acknowledged George Harrison's decision not to go to South Africa since his two magazines - Sports Afield and International Wildlife - would not use stories he'd do on S. A. conservation.
- ..Confirmed interest of Charlotte Rush of Ducks Unlimited in leading a wildlife study group to South Africa.

West Coast Lunches

- ..Supplementing luncheon invitations - primarily for print media - sent out proposals for interviews with Nico Steyn to radio and television talk shows and news broadcasters in San Jose, Sacramento and San Francisco. Followed up on all of them by phone.
- ..Confirmed interview for Nico Steyn with Glen Evan of KSJS-FM in San Jose.
- ..In light of limited interest of electronic media in interviewing Nico Steyn, wrote a number of our print media guests suggesting an in-depth meeting at a time other than the lunches.
- ..Added some late starting media names to the invitation list provided SATOUR/West.
- ..Sent proposed releases for distribution at lunches to Nico Steyn for his approval.

Lecturers

- ..Acknowledged summary report on Ken Richter's audiences for the 1991 season.
- ..Congratulated Ken & Shirley Richter on the videotape of their latest lecture, "Safari!" - and ordered a copy.
- ..Thanked Philip Larson for his enthusiastic report on his S. A. trip - and asked for an eventual rundown on his lecture bookings.

Videos

- ..Advised Merle Richman that we could not consider a change in video distributors for now.
- ..Told Merle that we had no video of the Blue Train.

Advertising

- ..At request of Tom Bulloch, whose innovative advertising design is impressive, gave him address of Bertus van Zyl and of SAA's Henry Kartagener.

General Contacts

- ..Asked Ecotourism Society for more detail on themselves to see if we could get a story in their publication.
- ..For seminar on adventure travel sponsored by Recommend Magazine, provided some thoughts in response to a questionnaire.
- ..Outlined a prospective itinerary for a Dr. Leo Solomon of Cincinnati and referred him to a local travel agent.

Press Trips - Negative

- ..Thanked Linda-Marie Singer for her continued interest in South Africa - but regretted there was no way we could take her to S. A. just now.

Press Trips - Indaba

- ..For Gail Rickey of Tour & Travel News obtained added detail on the Farmhouse Country Lodge.
- ..Invited the four New York area writers in the Indaba press group to a reunion and included Henry Kartagener of SAA and Jeff Kriendler of PAA.

Press Groups - Independent

- ..Advised World Media Association that neither SATOUR nor SAA nor the South African Embassy could see their way clear to underwriting a repeat of the WMA trip two years ago which yielded significantly reassuring articles in prime publications following group interviews with political and social leaders in South Africa.
- ..For outdoor writer Jim Woods, asked Head Office for various items of detailed information.

Press Trips - Business Editors

- ..For guidance of Sarel Opperman and Head Office, outlined the infinite pains we had to take in extending invitations - and still got turned down - illustrating need for continuing pressure on U. S. media.
- ..In agreement with NY TIMES' business columnist Peter Passell, sent him invitation which we knew would be turned down - to pave way for an independent visit by Peter to S. A.

.....
.....
..Asked for change of return dates for William Miller of Industry Week to allow him to see Vic Falls at his own expense and to break in Europe for a few days.

..Tackled the last two on my list following refusals of our invitation by a dozen or more key editors.

Press Trips - Garden Editors

..Sent media notes and visa application forms to Cheryl Weber and Jamie Gibbs.

..With three positive acceptances - from Jamie Gibbs, editor of Landscaping Homes and Gardens; Cheryl Weber, editor of Garden Design and Thomas C. Cooper, editor of Horticulture Magazine - tried an invitation to Jerry Baker who does a syndicated radio show on gardens.

..Asked Bertus van Zyl if we could include a photographer for Jamie Gibbs at Gibbs' expense.

Press Trips-Future

..Provided a developed biography of Myrna Blyth as a reminder that we are still waiting for approval of the October trip of the Ladies Home Journal editor and her husband, Jeffrey.

..Advised James O'Reilly that we would probably be glad to underwrite a tour of South Africa for him for the substantial newspapers that run his World Travel Watch column...but could not take two, let alone three reporters on the same assignment.

..Roughed general letter of introduction to be signed by Bertus van Zyl for Harold Edmonson, who is going with a colleague to cover this year's Steam Festival assisted by Connex.

..Maintained a stream of reassurance to Henry Hill in an attempt to stop his duplicating trip arrangements being made by Head Office.

Roughed letter for Henry Hill's signature authorizing delivery of his SA amateur radio license and faxed this to Head Office.

- ..Asked travel writer Peter Aiken for expressions of interest from some of his long list of markets before we can agree to underwrite his travel.
- ..Advised SA journalist David Barritt that SATOUR was working with the Travel Journalists Guild in the hope we'd be able to organize a group trip in 1993.

Press Trips - Past

- ..Congratulated Graham Boynton on his Southern Africa article in Conde Nast Travler.
- ..Congratulated Durwood Hollis on his story in Petersen's Hunting and urged him to place new stories with an eye to a return trip in 1992.
- ..Asked fishing writer Raiford Trask, who traveled independently to South Africa, how the trip went and whether it yielded a story on broadbill fishing for Marlin Magazine.
- ..Encouraged Barbara Radcliffe Rogers in plans for a book on hiking in S. A. and sent her background detail.

Newsletter

- ..Conveyed added West Coast names to Julie Madrigal for the mailing list.
- ..Revised introductory letter at Bertus van Zyl's request and substituted two SAA items for SATOUR spots.

Then eliminated two additional items at Bertus van Zyl's request to make room for two spots on specific tours being offered by U. S. wholesalers.

- ..To develop item on Odessa cruise calls, wrote Marquest in Laguna Hills (CA) for added data.
- ..Roughed a number of items for the June or subsequent Newsletters.

Story Placement

- ..For Chris Ryan at European Travel & Life - which is expanding coverage beyond Europe - sent data on Blue Train.
- ..Updated Blue Train manuscript by Dennis Cavagnaro who is trying to sell it again.
- ..Asked SATOUR/West to send SA background leaflets to the Travel Tips organization for use in their publication.

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
(Attach Articles to Report)

COUNTRY U.S.A. MONTH JUNE 1991

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	1991 DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
Lys Bohn	Recommend 80"	TP	June	Mature Travelers Take Off	43,021 (107,550)	\$7550 (\$37,90)
Jinda-Marie Jinger	Contra Costa Woman 2"	CP	May/Jun	Appeal of SA	10,000**	\$250**
Abraham Boynton	Conde Nast Traveler 120"	CP	July	Safari Secrets	143,335 (501,672)	\$82,86 (\$414,30)
Murwood Hollis	Petersen's Hunting 160"	CP	July	Hunting the Big Five	336,885 (1,179,100)	\$35,14 (\$175,70)
L. Lea Lawrence	Muzzle Blasts 125"	CP	July	Bird Shooting	N/A 10,000**	N/A \$15,62

*Code: C = Consumer
T = Trade
P = Press

**Estimate

..For editor Ed Colbert of Quick Trips Newsletter suggested an item on race drivers' school at Kyalami.



satour

**South African
Tourism Board**

747 Third Avenue
New York, N.Y. 10017
Tel: (212) 838 8841
Fax: (212) 826 6928
Telex: (23) 64 9535

**Suid-Afrikaanse
Toerismeraad**

New York

file

91 NOV 13 AM 40

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION

August 15, 1991

MEMO TO : BERTUS VAN ZYL
 : NICO STEYN

FROM : PETER CELLIERS

RE : MONTH END REPORT - JULY 1991

The 10 print placements detailed in the tabulation appended to this report represent a total editorial value of \$137,929 of which \$74,850 is in consumer publications and \$63,079 is in trade outlets.

These totals are based on value of space at current advertising rates with conservative multiplier to reflect the added worth of third-party editorial endorsement.

The total audience reached can be estimated at 5,662,000. This reflects pass along readership from a base circulation of 2,363,500, giving us an audience of 5,182,000 in consumer publications and 480,000 in trade outlets.

The itemization which follows details the highlights of...

JULY 1991 ACTIVITY

JULY 1991 MONTH END REPORT

Page 2

Requests to Pretoria

... Data requests from Head Office on Kruger Millions and Sea Shells was received and sent out to journalist Lou Bignami who had enquired.

... For prospective U.S. participants asked for 36 entry forms for the Comrade's Marathon.

... Faxed request to Head Office from Universal Press Syndicate for original color transparencies of game to illustrate article going to 180 newspapers with circulation of 60 million.

On the assumption that Pretoria would not send originals, gave UPS editor Harriet Choice names of several American photographers specializing in wildlife.

S. A. Contacts

... Further to Paul Coetzee's help to Railford Trask of Marlin magazine asked for his address for future contacts for fishing writers.

Guidance

... Advised Bertus van Zyl against accepting a cable TV interview offered at a cost of \$1,000.

Spencer Thomas Visit

... At the request of Nico Steyn, arranged for the Los Angeles office of the Cable News Network to interview Spencer Thomas for the CNN Travel Guide program.

Advertising

... Conveyed proposal from Hunt magazine directly to SAA - to whom the query was targeted.

Office Move

... Began alerting key groups such as SATW, OWAA, etc., that I will be working out of the SATOUR office and am discontinuing Ellis Associates.

... Started to do as much with individuals, including Shura Bary, p.r. for African Travel, and Ronel Horne, p.r. for the Natal Parks Board.

Economic

... As an economy, dismissed one present clipping service and contracted with Bacon's clipping service at lower cost.

West Coast Meetings

... Provided additional names of media people to be asked to lunches in San Francisco and Sacramento.

Lunch in San Jose was with the travel editor of Sunset magazine, David Hartley.

... Wrote print media editors to set up individual meetings with Nico Steyn in periods before and after lunches. These included Dan George, travel editor of the San Francisco Examiner and Chronicle.

... Also contacted all the most significant radio and television talk shows in San Francisco, San Jose and Sacramento suggesting interviews with Nico Steyn on the likely results of the lifting of sanctions on tourism to S. A.

Followed up with each by phone two and three times - with limited success.

... In San Jose, Nico Steyn was interviewed by Glen Evan, primarily for KSJS, the radio station of San Jose State University. The interview was also to be offered by Evan to his other markets: the "All things considered" nationwide show of National Public Radio and the V Net syndicated show on the environment. We also met with travel editor Zeke Wigglesworth at the San Jose Mercury News and, as noted above, David Hartley of Sunset.

... In San Fransisco, beside the media who came to our lunch, we met separately with Donald George as noted earlier, with editorial director Robert Carlsen of TravelAge West, former San Francisco Chronicle travel editor Dick Alexander and Travel Watch columnist James O' Reilly.

... Conveyed request for releases, etc., to be sent ahead of Sacramento lunch meeting to Maury Kane of the Stockton Record.

Paying Groups

... Despite SATOUR's inability to provide practical help, the World Media Association decided to try to repeat its former tour for top-ranking editorial people, taking them to South Africa to meet leading personalities there.

Advised Projects Director John Robbins that we were obtaining a quotation from one S.A. tour operator and would open doors for them if the tour came off.

The Association then decided to offer the trip, with cost running at \$3,000 p.p - counting on S.A. Foundation to organize interviews with leaders in economic, social and political life. Conveyed their request to Bertus van Zyl to ask SATOUR to organize meetings with the National Parks Board and SATOUR's key people.

Alerted Peter Passell of the New York Times, who could not accept our business editors invitation, to the WMA trip and asked them to send him an invitation.

In response to John Robbins thought of a continuing exchange program, referred him to Spencer Thomas when the Executive Director is in New York.

... With time running out sent a fax to Jean Hawtayne at Head Office asking urgently for an itinerary and costing for the American Jewish Congress fact-finding group.

Meanwhile, to hold impatience in check, sent Geoffrey Weill a revised itinerary for the group - now set back to October 22 - November 1.

... Acknowledged Chuck Cadieux' interest in a week's wing shooting between the two groups of up to 20 which he expects to lead to S.A. next year. But warned it would add to the tour cost - with his wife's expenses also to be pro rated into the overall tour cost.

SATW Convention

... We were invited to be the venue for the January 1992 meeting of the Board or the October 1994 meeting of the full Society of American Travel Writers, perhaps the world's leading group of travel writers.

In conveying the proposal to Bertus van Zyl noted that hosting the Board involves absorbing partial expenses of 40 people - of whom only 20 or so are active producers - and hosting the +/- 400 members of the full Convention, each paying \$1000 to \$1500, gives us exposure to 100 to 125 active producers.

Other than cost for limited exposure, problems would include getting up to 400 participants to S.A. within a day or two.

Press Groups - Future

... Defined request from Town & Country magazine for our help in a projected 12 page fashion section to be photographed in a Ndebele village. Beyond a minibus and some hotel accommodation, the request is mostly for SAA fares - three round trips in business class from Paris and two from Milan - plus overweight. The eventual article would be worth some \$2 million in advertising equivalency value.

... Sent the four editors who have accepted our invitation to birding magazines a report from the S.A. Ornithological Society as published in Getaway magazine.

Alerted Eldon Greij of Birder's world to new address of consulate for his visa.

... Contacted the three garden editors who have accepted our invitation to get brief biographies and home addresses and phones in accordance with our new motivation forms.

Press Trips - Independent

... Sent Bertus van Zyl two successive requests for changes in itinerary for Michael Grossberg of the Columbus (OH) Dispatch.

Asked for cost of these facilities to convey to Grossberg - who has been assigned by his paper to do a game watching story and who also expects to report on theater in S.A.

Asked if Head Office was prepared to make reservations and other arrangements for a journalist who is not a SATOUR quest.

Press trips - Future

... After years of repeated invitations, got an acceptance for next year from Charles Barnard, travel editor of Modern Maturity magazine with a circulation of 22 million senior citizens - and asked SATOUR/East to send him background literature.

... Advised free lancer Jerry Sinkovec (who had been our guest in 1986 with poor results) that for an interview with Gatsha Buthelezi he should work through the Embassy - but that we might be able to help slightly with planned stories on game park conservation and the wine country. He has expressions of interest in both topics from the small-circulation World & I magazine.

In a subsequent communication Sinkovec said he wants to do an ecotourism piece - and I suggested to Bertus van Zyl that SATOUR could perhaps arrange for him to meet Dr Gilbert Robinson of the National Parks Board and, through Ronel Horne, a specialist at the Natal Parks Board.

Gave Jerry phone numbers of both organizations as well as of Mariana van Rensburg.

... For outdoors writer Jim Woods, planning a return trip to S.A., asked SATOUR/West to mail him a selection of our literature.

... Acknowledged interest of prolific free-lancer Toni Chapman in visit to S.A. this October and sent her background as a basis of editorial queries.

Press Trips - Current

... Sent Bertus van Zyl motivation for trip of William Miller, senior editor of Industry Week, who had been the only business editor to accept our invitation.

Follow-up memorandum argued in detail against any cancellation of Miller's trip because other business editors had failed to accept.

Provided flight dates for Miller allowing him to do Vic Falls at his own expense and a brief stopover in London.

... Provided trip guidance to Debra Diamond Smit who is going to S.A. with her S.A. husband to stay with her in-laws. Regretted that we could not assist her in the high season but encouraged her to contact us on her return.

Press Trips - Individual

... Sent in motivation form concerning Ladies Home Journal editor-in-chief Myrna Blyth and her husband Geoffrey Blyth, an SABC commentator, who are hoping to be in South Africa in late October.

... Conveyed to Bertus van Zyl an offer from Len Hansen to prepare a kit of retiree information on travel in S.A. and distribute this to some 300 specialized outlets beyond the reach of his columns.

Alerted Hansen to Head Office edict reducing his stay in S.A. by four days and sent revised itinerary reflecting these cuts.

Per faxed instructions from Pretoria advised Hansen that SATOUR would pay for all breakfasts, but other meals only when on tour and accompanied by a SATOUR official.

... Conveyed to Bertus van Zyl request of Paul Andre editor of Beef magazine, for a return trip to S.A. to cover the Hereford World Conference next April and then to complete research on several articles he began on his last trip.

... Sent a request from Al Yendes for a reduced fare round-trip to research articles for Petersen's Hunting, American Hunter and Safari magazines in September for a readership of over 10 million. He will be paying for Mrs Yendes (Melanie).

Press Trips Past

... Thanked Lea Lawrence for featuring shooting article on Muzzle Blasts.

... Congratulated Sherrie Strausfogel on her Indaba coverage for JAX FAX.

... Thanked Alys Bohn for most useful placement on Cape Town's Harbor in Lloyd's Passenger Shipping.

... Congratulated Diane Merlino on S.A. story she did for Business Traveler International on which she sent us the original typescript since it was being cut radically by the magazine.

... Alerted Steve Libby to November International Leprosy Conference at Magaliesburg as a possible peg for newspaper placement of his story on the S.A. leprosorium.

Said we'd try for more detail on Pella and Pofadder for a story he is planning.

Newsletter

... Readied several articles for the next SATOUR Newsletter - to be dated October 1991.

... Wrote Ronel Horne in Pietermaritzburg to get dates of the 1992 Natal Parks Board game auction.

Story Placement

... Contacted all the travel trade magazines, offering interviews with Bertus van Zyl regarding the lifting of sanctions.

... Provided background literature to Chris Ryan of European Travel & Life magazine.

Press Contacts

... Advised Herb Miller that we were putting his Ecotourism Newsletter on our mailing list.

TOURISM ARTICLES, RADIO AND TV PROGRAMS
(Only SATOUR Generated)

COUNTRY USA MONTH JULY 1991

NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
Physicians Travel & Meeting Guide	CP	July 1991	Leprosy Conference (2")	316,000 (800,000)	\$760 (\$3,800)
Seattle Times	CP	July 21, 1991	SATOUR Presentation (3")	503,500 (1,000,000)	\$482 (\$1,200)
Travel Age East	TP	July 22, 1991	Sanctions Lifted (35")	28,000 (70,000)	\$3,430 (\$8,575)
JSA Today	CP	Aug 1, 1991	Growing Tourist Interest	1,350,000 (3,375,000)	\$ 13,548 (\$67,750)

*Code: C = Consumer
 T = Trade
 P = Press
 TV = Television

**Estimate

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
(Attach Articles to Report)

COUNTRY USA MONTH JULY 1991

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
SHERRIE STRAUSFOGEL	JAX FAX (52")	TP	July 91	Indaba	28,000 (70,000)	\$1,67 (\$8,35)
"	(42")	TP	Aug 91	SA Wildlife	28,000 (70,000)	\$1,35 (\$6,75)
"	(28")	TP	Aug 91	SAA Marketing	28,000 (70,000)	\$ 90 (\$4,50)
Lesley Dornen	Travel World News (92")	TP	Aug 91	S.A. Overview	40,000 (100,000)	\$6,29 (\$31,4)
"	(10")	TP	Aug 91	Cathay Pacific Service	40,000 (100,000)	\$ 68 (\$3,42)
Alys Bohn	Lloyd's Passenger Shipping (42")	Newsletter	Aug 91	Cape Town Harbour	2,000 (7,000)	\$420 (\$2,10) es

*Code: C = Consumer
T = Trade
P = Press
TV = Television

**Estimate

September 30, 1991

91 NOV 13 AM 0:40

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION

MEMO TO : BERTUS VAN ZYL
 : NICO STEYN

FROM : PETER CELLIERS

RE : MONTH END REPORT - AUGUST 1991

The nine direct print placements in the tabulation appended to this report represent a total editorial value of \$96,975 of which \$67,435 is in consumer publications and \$29,540 is in trade outlets.

These totals -- which include only Satour placements, not spontaneous news developments or placements by others -- are based on value of space at current advertising rates with conservative multiplier to reflect the added worth of third-party editorial endorsement.

The total audience reached can be estimated at 27,108,792. This reflects pass along readership from a base circulation of 10,779,180, giving us an audience of 26,876,292 in consumer publications and 232,500 in trade outlets.

The itemization which follows details the highlights of...

AUGUST 1991 ACTIVITY

Spencer Thomas' Visit

... Drew up a list of some 50 writers and editors to be invited to cocktail party to meet Spencer Thomas.

... Alerted Stephanie Oswald of the CNN Travel Guide program to changed dates for Spencer Thomas and hoped her Los Angeles Bureau would be able to interview him about the effect of the elimination of sanctions.

Outdoor Writers

... Anticipating the Spring 1992 Conference of the outdoor writers Association of America, urged Bertus van Zyl to give me two or three names (or topics) we could recommend as speakers to the to the program planners.

Lecturers

... Acknowledged letter from Taffy Gould McCallum who wants to be paid for lecturing about South Africa. Asked for more details.

American Jewish Congress

... Faxed revised itinerary for preview from October 22 to November 1.

... Advised Bertus van Zyl that Geoffrey Weill needs a formal letter of invitation confirming arrangements, and some word on possible discounts for first class air fares for inspection team, and assurance of single occupancy in hotels at quoted rate.

... Faxed to Bertus van Zyl biography of AJC's Phil Baum.

Press Groups - Paying own way

... Memoed Bertus van Zyl asking if African Travel's quotation for World Media Association could not be reduced ... and showed where it might be slimmed.

Press Trips - Independent

... Checked on his lecture with Raiford Trask and sent him photo to accompany article he is doing for Marlin magazine.

... Wrote Michael Grossberg of the Columbus (OH) Dispatch faulting him for last minute change of plans after arrival in South Africa.

Press Trips - Individual

... Clarified for Leonard Hansen the extent of his likely outlays on meals following Head Office alert limiting our payment for meals.

... Acknowledged Leonard Hansen's cancellation of his proposed trip -- because of too many tiddley changes -- and hoped he'd be able to accept a future invitation.

Press Trips - Negative

... In response to request from Fred Gebhart for underwritten travel, explained that we never invite two writers on a single assignment and need firm expression of interest from significant publications.

... Renewed insistence on assignment in response to Peter Aiken's renewed request to be invited to South Africa.

... Urged Bobby Leigh to secure some assignments before we could talk about taking her to S.A.

... Asked Germaine Shames for an assignment before we could extend an invitation.

AUGUST 1991 MONTH END REPORT

Page 4

... Referred Robert Jasters to the S.A. Embassy since the tour objectives outlined in letter to Sarel Opperman are essentially socio-political.

... Discouraged film maker Frank J. Preston, who needs 20 to 30 round trips from SAA transfer points in Europe in return for his main film to be shown on American Cable Network and one or two promotional films.

Press Trips - Current

... Summarized revisions on fashion shooting schedule of Town & Country - and detailed the magazine's needs in airfares, overweight allowance, accommodation and cars.

... In anticipation of his trip to S.A., conveyed Mariana van Rensburg's questions to William Miller of Industry Week : short bio, indication of thrust of his questions in interviews, need for detailed statistics, level of executive he'd like to meet.

Press Trips - Garden Editors Group

... Submitted motivation forms concerning Thomas Cooper of Horticulture, Cheryl Weber of Garden Design and Jamie Gibbs of Landscaping Homes & Gardens.

... Before the tour was canceled, provided additional data on Tom Cooper to complete his motivation and asked for bookings to give him open time in London.

Also conveyed to Bertus van Zyl Cooper's interest in viewing private gardens.

Birding Editors

... Acknowledged cancellation of Bob Carpenter, editor of Wild Bird, who had been invited on the tour for editors of birding magazines.

... Sent in motivation on other birding magazine editors and wrote each one asking for brief biographies ... and reminding them to get absentee ballots since they'd be away on election day !

Press Trips - Video

... Sent Bertus van Zyl additional data on David Palmer's plans to photograph a video in South Africa for distribution by the Reader's Digest. He would need support for a crew of four.

... Obtained release for This Is South Africa video for showing on The Travel Channel television network in the "Countries of the World" show to be aired in mid-October and again in early December.

... Asked video maker Charles Douglass for more detail on his plans to combine coverage of the visual and musical appeal of South Africa.

Press Trips - Hunting

... Advised Bertus van Zyl that Tom Mc Intyre, hunting editor of Sports Afield, wants to report on controlled hunting of game to be culled in or near game reserves and is asking for more details now as well as being allowed to participate in (or observe) such hunting.

... Acknowledged new 1992 dates for proposed visit to South Africa of Tom McIntyre, for a regular hunt as well as a controlled hunting story.

Press Trips - Future

... Proposed to Bertus van Zyl that we invite Len Barns, editor of the million - plus AAA magazine, Michigan Living, and Barc Wade of the 13 Home and Away magazines he edits for 13 state AAA clubs.

... Sent issues of Michigan Living to Bertus van Zyl with note on editor Leonard Barnes' plans to report on a motorists tour of South Africa and a camera safari.

... Conveyed to Bertus van Zyl request from Al Yendes for a discounted round trip -- from Denver or from an SAA terminal in Europe -- starting September 10. He will be paying full fare for his wife. His assignments from American Hunter, Petersen's Hunting and Safari magazine promise a readership of 10 million.

AUGUST 1991 MONTH END REPORT

Page 6

... Followed up on San Francisco meeting with James O'Reilly and roughed a proposed itinerary to provide data for his World Travel Watch column.

... Sent background on walking trips to view game to Larry Hagman of the Washington Times, our guest three years ago.

Press Trips - Past

... Thanked Barbara Radcliff Rogers for the extensive coverage of South Africa in her two books on game watching and conservation.

... Thanked Sherrie Strausfogel for sending clippings of her various articles for JAX FAX on the Indaba.

... Thanked Vince Egan of the Thompson Newspapers of Canada for copies of recent columns mentioning South Africa. He was our guest two or three years ago.

Press Contacts

... Maintained routine contact with San Antonio free-lancer Hal Swiggett, George and Mary Martin of American Hunter, Stuart Williams of The Hunting Report.

... Added guide book writer Beverly Mathews to our media mailing list.

Story Placement

... Sent literature to Vera Gold as well as guidance on S.A. as a tourist destination for use on Money Radio - a small West Coast talk show.

... For the World Cruise Industry Review submitted articles on Cape Town and on game parks.

... For a Canadian free-lancer, Johnny Lucas, readying a story on convention and business travel destinations, sent conference venue directory.

... Sent holiday dates to Dawn Barclay for inclusion in the January 1992 issue of Travel Life magazine, going to 50,000 travel agents.

Press Releases

... Abstracted 20 items from the Newsletter and adapted these for U.S. media purposes, then sent them out as a "South Africa Travel Briefs" release to our three top computerized lists, to all travel and convention trades magazines, to travel editors of the 99 leading U.S. dailies, to wire services and to natural history magazines.

TOURISM ARTICLES, RADIO AND TV PROGRAMS
(Only SATOUR Generated)

COUNTRY USA

MONTH AUGUST 1991

NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
TravelAge West	TP	Aug. 19, 1991	S.A. Seminars 2"	36,000 (90,000)	\$184 (\$920)
Seattle Times	CP	July 21, 1991	S.A. Seminars 2.6"	503,495 (1,258,737)	\$418 (\$2,090)
Orange County Magazine	CP	August	Tourism on Upswing 14.5"	43,685 (131,055)	\$1,260 (\$6,300)

*Code: C = Consumer
T = Trade
P = Press
TV = Television

**Estimate

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
(Attach Articles to Report)

COUNTRY USA

MONTH AUGUST 1991

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
Don Causey	The Hunting Report 68"	News Letter	August 1991	Hunting in S.A. -- and getting there	10,000 (est) (35,000)	\$5,000 es (\$25,00
Vince Egan	Thompson News Service 80 Newspapers 1.75"	CP	Aug. 1991	Cape Wine Route	5,000,000 (est) (12,500,000)	\$385 (e (\$1,925)
Vince Egan	Thompson News Service 80 Newspapers 1"	CP	Aug. 1991	Steam Spectacular	5,000,000 (est) (12,500,000)	\$220 (e (1,100)
Sherrrie Strausfogel	Travelage West 41.25"	TP	Aug. 1991	Indaba	36,000 (90,000)	\$3,794 (18,970)
Sherrrie Strausfogel	Travelage Mid America 29.25"	TP	Aug. 1991	Lifting of Sanctions	21,000 (52,500)	\$1,930 (9,650)
I. Lea Lawrence	Gun World 155.9"	CP	July 1991	Hunting the Hartebeest	129,000 (451,500)	\$6,204 (\$31,02

*Code: C = Consumer
T = Trade
P = Press
TV = Television

**Estimate

TOURISM ARTICLES, RADIO AND TV PROGRAMS
(Only SATOUR Generated)

COUNTRY USA

MONTH AUGUST 1991

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(Attach Articles to Report)

COUNTRY USA

MONTH AUGUST 1991

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
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errie trausfogel	TravelAge Mid America 29.25"	TP	Aug. 5 1991	Lifting of Sanctions	21,000 (52,500)	\$1,930 (9,650)
lea Lawrence	Gun World 155.9"	CP	July 1991	Hunting the Hartebeest	129,000 (451,500)	\$6,204 (\$31,02)

*Code: C = Consumer
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P = Press
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**Estimate

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION

91 NOV 13 AIO:40

October 22, 1991

MEMO TO : BERTUS VAN ZYL
NICO STEYN

FROM : PETER CELLIERS

RE : MONTH END REPORT - SEPTEMBER 1991

The nine direct print placements -- hosted journalists or SATOUR assisted reports -- in the tabulation appended to this report represent a total editorial value of \$681,376 of which \$463,339 is in consumer publications and \$218,036 is in trade outlets.

These totals -- which include only Satour placements, not spontaneous news developments or placements by others -- are based on value of space at current advertising rates with conservative multiplier to reflect the added worth of third-party editorial endorsement.

The total audience reached can be estimated at 5,921,357. This reflects pass-along readership from a base circulation of 2,273,999, giving us an audience of 5,411,622 in consumer publications and 509,735 in trade outlets.

The itemization which follows details the highlights of...

SEPTEMBER 1991 ACTIVITY

AUGUST 1991 MONTH END REPORT

Page 2

Media Motivation

... Questioned Head Office memorandum of September 10 setting rules for press invitations : (a) why no book authors, since books also sell destinations or destination activities; and (b) why no journalists who are paying their own way since some of the best magazines pay their reporters' expenses but can be guided by SATOUR to our benefit.

Expenses

... For Head Office guidance re: September invoice, explained that costs of internal photocopying cannot be vouchered and that renewals of trade magazine subscriptions are usually made before invoices are received.

... For Head Office guidance re: August invoice, explained charges for internal photocopying, extra mail, entertainment, air fare to and from West Coast, vouchers for taxi fares, airport meals.

Tourism Ambassador

... Cameron Hopkins, editor-in-chief of American Handgunner, was named a Tourist Ambassador for South Africa - but has since heard nothing. Suggest some tangible recognition.

Guidance

... Roughed a possible letter for Nico Steyn to send to feature writer Jim Molnar of the Seattle Times protesting one-sided article in which he invited readers to write in with opinions on China, South Africa and other nations with a negative image.

AUGUST 1991 MONTH END REPORT

Page 3

Advertising

... Congratulated Craig Boddington, editor of Petersen's Hunting, for his masterly writing of a superb advertising insert in that publication -- whereas the average insert commissioned by an advertising agency is flat and disinterested.

... Advised editor Robyn Bushong that we could not buy space in her projected news letter, "What's News in Travel".

... Rejected an offer of specialized direct mail services.

Clippings

... Clarified our needs -- and what we did not want -- with new press clippings service, Bacon's.

ASTA Congress

... Sent 75 items from recent S.A. travel briefs releases to Ralph Grizzle of ASTA for possible use as fillers as needed in this year's ASTA Congress Daily.

SAA Resumption

... Confirmed Joos Englebrect's approval of up to ten journalists to be invited to take the first SAA flight on the resumed direct route between JNB and JFK. Suggested some candidates.

AUGUST 1991 MONTH END REPORT

Page 4

Editorial Group Trips

... Advised John Nuhn of International Wildlife that he could stay on in South Africa at his own expense after the trip for editors of birding magazines. Alerted Bertus van Zyl to ask SAA for "open" return tickets.

... For the guidance of Head Office, explained that bird watching was the leading U.S. vacation activity and that a story on South African bird life would be a significant generator of visitor traffic, notably among older and wealthier travelers.

Town & Country

... Consulted with and guided special projects editor Robert Clark of Town and Country on planned fashion shoot in Ndebele area of South Africa, September 11-16 - organized discounted air fares from Paris and Milan, SAA's waiver of some overweight charges, provided minibuses and some hotel stops.

Press Trips - Future

... Extended tentative invitation to Barc Wade, editor of the 13 Home & Away auto club magazines, to accompany Len Barnes, editor of the million-plus circulation Michigan Living magazine of the Michigan auto club. Outlined a possible itinerary for both.

Press Trips Current

... Confirmed approval of trip by Mr and Mrs Jeffrey Blyth, October 28 to November 11.

Mr Blyth will use his TWA voucher for the trans-Atlantic legs if we send Mrs Blyth on TWA to Paris to connect there with the SAA flight to Johannesburg.

SAA approved business class both ways for Mrs Blyth and, at request of Bertus van Zyl, agreed to upgrade Mr Blyth on the special \$400.00 fare.

AUGUST 1991 MONTH END REPORT

Page 5

... For guidance of Head Office, advised Bertus van Zyl that the Blyths own S.A. contacts were June Botha of National Magazines who wants Mrs Blyth to meet her top editors at a dinner in Cape Town, Ed Richardson of SABC who wants to interview the Blyths for one hour on air in Johannesburg and someone from Anglo-American to discuss a story on diamonds to run in Ladies Home Journal.

... Advised Bertus van Zyl that after having had to cancel, elder travel specialist Leonard Hansen would be available for a research trip in November.

Press Tips - Past

... Thanked Durwood Hollis for fine story on hunting kudu.

Press Trips - Negative

... Advised the husband/wife journalist team of Shirley Slater and Harry Basch, that we could not get them on the Blue Train or into Kruger National Park during a five-day cruise layover in early December. Added that we could probably help one of them (not two) after April 1, 1992.

... Turned down proposal by Frank Preston of Orion Trophy Expeditions for a video involving a substantial number of underwritten trips.

Television Placement

... Dennis Demasianos of The Travel Channel advised that our "This is South Africa" video would be shown on this specialized network September 9 and 14 at 6.30 a.m. and at 5.50 p.m. and will be repeated on a similar schedule roughly every 40 days.

AUGUST 1991 MONTH END REPORT

Page 6

Story Placement

... Shipped selected background data to editor Cliff Dancer of Air Fair, who plans an article as the first step to setting up a program for interline visitors.

... In response to a call from free-lancer Jim Lynch, who has a photo story on KNP, listed the many publications that might be interested in his story.

... Asked SATOUR/West to ship a selection of game slides to American Handgunner for use with an article they are running on the Jan/Feb issue.

... Sent events calendar to Dawn Barclay for the January issue of Travel Life magazine.

... Asked Head Office if mountain bicycles are allowed on S.A. hiking trails - for possible article by free lancer Wiley Asher.

... Further to his offer, asked Nico Steyn for data on Pella, Pofadder and other towns in the Namaqualand area for a story planned by free-lancer Steve Libby.

... Provided tourism information statistics to New York Times for travel article by Johannesburg correspondent Christopher Wren.

Press Contacts

... Thanked editor of the top-ranking Passport newsletter for welcome Cape Town mention.

EVALUATION OF ARTICLES WRITTEN BY HOSTED GUESTS
(Attach Articles to Report)

COUNTRY USA

MONTH SEPTEMBER 1991

JOURNALIST	NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
Connie Sherley Gordon Quarnstrom	The Hurricane, Breeze (W. VA)	CP	Sep 26 1991	Cape Town 28"	N/A	N/A
ail Rickey	Tour & Travel News	TP	June 17 1991	U.S. Operators expand SA tours 60"	47,087 (164,804)	\$10,500 \$52,500
ail Rickey	Tour & Travel News	TP	July 22 1991	Private support for game preserves 76.5"	47,087 (164,804)	\$13,387 \$66,937
ail Rickey	Houston (TX) Business Journal	CP	Sep 16 1991	Group travel to SA 175.3"	30,145 (105,507)	\$6,490 \$32,450
lys Bohn	Recommend	TP	Sep 1991	SA Tours 66.6"	34,322 (120,127)	\$7,720 \$38,600
lbert Yendes	Safari	CP	Sep/Oct 1991	Bontebok Hunt 80"	42,720 (149,520)	\$2,664 \$13,320

*Code: C = Consumer
T = Trade
P = Press
TV = Television

**Estimate

TOURISM ARTICLES, RADIO AND TV PROGRAMS
(Only SATOUR Generated)

NAME OF MEDIA	TYPE OF MEDIA*	DATE	SUBJECT OF ARTICLE	CIRCULATION OR AUDIENCE	VALUE
New York Times	CP	Sep 22, 1991	"The New" SA 197,5"	1,663,530 (4,158,825)	\$80,076 (\$400,382)
Travel Industry World Yearbook	TP	1991	Southern Africa 28"	10,000 (est) (60,000)	N/A
Columbus (OH) Dispatch	CP	Sep 22, 1991	SA's Market Theatre 34"	399,108 (997,770)	\$3,437 (\$17,187)

*Code: C = Consumer
T = Trade
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TV = Television

**Estimate

ATTACHMENT II - REGISTRATION NO 2617

BILLED TO : SOUTH AFRICAN TOURISM BOARD
 747 THIRD AVE
 NEW YORK, NY 10017

TOTAL REIMBURSED EXPENSES : \$

<u>DATE</u>	<u>FOR</u>		<u>TOTAL</u>
5/1/91	MISCELLANEOUS *	\$ 357.07	\$1862.97
	CLIPPING SERVICES	\$ 335.34	
	RELEASE DISTRIBUTION	\$1170.56	
6/3/91	MISCELLANEOUS *	\$ 255.19	\$2392.40
	CLIPPING SERVICES	\$ 339.28	
	TRAVEL TO SOUTH AFRICA	\$ 790.01	
	TRADE SHOW		
	OWAA CONFERENCE DEPOSITS	\$ 237.00	
	ENTERTAINMENT : WRITERS & EDITORS	\$ 770.92	
7/1/91	MISCELLANEOUS *	\$ 237.74	\$1894.65
	CLIPPING SERVICES	\$ 361.08	
	TRAVEL TO OWAA CONFERENCE	\$1106.33	
	ENTERTAINMENT : WRITERS & EDITORS	\$ 189.50	
8/1/91	MISCELLANEOUS *		\$ 271.53
	CLIPPING SERVICES	\$ 288.79	
	TRAVEL TO WEST COAST	\$1503.01	
	ENTERTAINMENT : WRITERS & EDITORS	\$ 116.00	
9/3/91	MISCELLANEOUS *	\$ 225.79	\$ 637.66
	PRESS CLIPPINGS	\$ 473.87	
	ENTERTAINMENT : WRITERS & EDITORS	\$ 138.00	
10/1/91	MISCELLANEOUS *	\$ 170.12	\$1896.54
	PRESS CLIPPINGS	\$ 485.48	
	DIRECTORIES	\$ 195.00	
	MEMBERSHIPS	\$ 120.00	
	ENTERTAINMENT : WRITERS & EDITORS	\$ 201.80	
	RELEASE DISTRIBUTION	\$ 724.14	

* INCLUDES LONG-DISTANCE PHONE, COPYING, MESSENGER, MAIL, BANK CHARGES, BACK ISSUES AND SUBSCRIPTIONS TO MAGAZINES, NEWSPAPERS, FEDERAL EXPRESS, STATIONERY, ETC.

<u>DATE</u>	<u>NAME OF PERSON TO WHOM GIVEN</u>	<u>ON BEHALF OF WHAT FOREIGN PRINCIPAL</u>	<u>DESCRIPTION OF THINGS OF VALUE</u>	<u>PURPOSE</u>
APRIL 18-30, 1991	ALYS BOHN (RECOMMEND MAGAZINE)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
APRIL 18-30, 1991	LESLEY DORMEN (TRAVEL WORLD NEWS)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
APRIL 18-30, 1991	MARIA LISSELLA (TRAVEL AGENT)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
APRIL 18-30, 1991	DIANE MERLINO (BUSINESS TRAVELER INTERNATIONAL)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
APRIL 18-30, 1991	GAIL RICKEY (TOUR & TRAVEL NEWS)	91 NOV 13 AM 2:41 SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
APRIL 18-30, 1991	FRANK ROSCI (OAG PUBLICATIONS)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
APRIL 18-30, 1991	SHERRI STRATSFOGEL (JAX FAX)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
JULY 3-16, 1991	HENRY HILL (CQ MAGAZINE)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
AUGUST 18-27, 1991	WILLIAM MILLER (INDUSTRY WEEK)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA
OCTOBER 28 - NOVEMBER 11, 1991	MYRNA BLYTH (LADIES HOME JOURNAL)	SOUTH AFRICAN TOURISM BOARD	TRAVEL TO AND IN SOUTH AFRICA	ARTICLES ABOUT TOURISM TO SOUTH AFRICA